

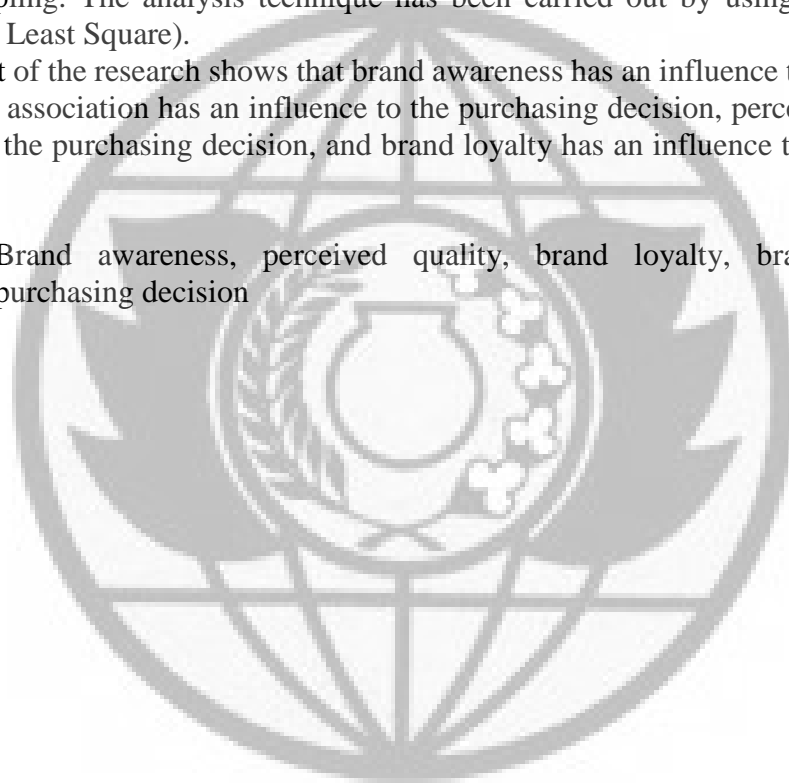
ABSTRACT

Fashion world in Indonesia can be said has developed rapidly in the last decades. This matter is supported by various good viewpoints of local fashion designers, when they become more potential and the economic level is getting better as well up to the rapid growth of retail sector. The development of fashion world becomes important issue both young and old circle. One of the assets to achieve this condition is product trademark which has been developed and become the largest source of assets for the company. When brand equity of a product is getting firm then the product appeal to attract customer to consume the product is getting strong. Strong brand equity can be formed through brand awareness, brand association, perceived quality, and brand loyalty. This research is meant to test the influence of brand awareness, brand association, perceived quality, and brand loyalty to the purchasing decision.

This research is a survey research. The population is all customers of fashion product “Cosmic” in Surabaya. The samples are 100 respondents which have been selected by using purposive sampling. The analysis technique has been carried out by using Smart PLS 2.0 version (Partial Least Square).

The result of the research shows that brand awareness has an influence to the purchasing decision, brand association has an influence to the purchasing decision, perceived quality has an influence to the purchasing decision, and brand loyalty has an influence to the purchasing decision.

Keywords: Brand awareness, perceived quality, brand loyalty, brand association, purchasing decision



INTISARI

Dunia *fashion* di Indonesia bisa dikatakan berkembang sangat pesat dalam beberapa dekade terakhir. Hal ini didukung dari berbagai sisi baik *desainer* local semakin potensial, tingkat perekonomian yang membaik, sampai sektor ritel yang berkembang pesat. Perkembangan di dunia *fashion* menjadi hal yang penting di berbagai kalangan baik muda maupun tua. Salah satu aset untuk mencapai keadaan tersebut adalah merek produk yang dewasa ini berkembang menjadi sumbu aset terbesar bagi perusahaan. Semakin kuat Ekuitas Merek suatu produk maka semakin kuat daya tarik konsumen untuk mengonsumsi produk tersebut. *Ekuitas Merek* yang kuat dapat terbentuk melalui Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas dan Loyalitas Merek. Penelitian ini bertujuan untuk menguji pengaruh Kesadaran Merek, Persepsi Kualitas, Loyalitas Merek), dan Asosiasi Merek terhadap Keputusan Pembelian.

Jenis penelitian ini adalah penelitian survey. Populasi dalam penelitian ini adalah konsumen produk *fashion* “*Cosmic*” di Surabaya. Sampel berjumlah 100 responden dengan teknik *purposive sampling*. Teknik analisis yang digunakan adalah *Smart PLS* versi 2.0 (Partial Least Square).

Hasil penelitian ini menunjukkan bahwa Kesadaran Merek berpengaruh terhadap Keputusan Pembelian, Asosiasi Merek berpengaruh terhadap Keputusan Pembelian, Persepsi Kualitas berpengaruh terhadap Keputusan Pembelian, Loyalitas Merek berpengaruh terhadap Keputusan Pembelian.

Kata Kunci : Kesadaran Merek, Persepsi Kualitas, Loyalitas Merek, Asosiasi Merek, Keputusan Pembelian